ABSTRACT OF THE DISCLOSURE

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Systems and techniques are described to provide a bulb insertion structure of a vehicular lamp which allows bulb replacement and accurate positioning of a bulb with respect to a reflector. In general, in one implementation, a bulb insertion structure of a vehicular lamp includes a plurality of fixing protrusions formed on an outer periphery of a rear end portion of a cylindrical socket fixture fixed in a bulb insertion hole of a reflector; a plurality of engaging protrusions formed on an outer periphery of a focus ring provided on a bulb and corresponding to the fixing protrusions; and a cup-shaped socket covering the outer periphery of the socket fixture from the rear, the socket incorporating a spring for pressing forward the rear end portion of the accommodated bulb, and having an outer peripheral wall provided with, at multiple locations corresponding to the fixing protrusions, an engaging notch (J-slot) for holding the engaging protrusion and the fixing protrusion overlapped together. In this structure, the J-slot is provided with an engaging recess portion for holding the engaging protrusion in the J-slot when the socket is pulled out from the socket fixture. Furthermore, a slit, which extends continuously from the engaging recess portion of the J-slot in a circumferential direction, is formed of a size that allows the engaging protrusion and the fixing protrusion to only pass therethrough separately.